

Fulfillment Information Form and P.O. Box Request

Use this form to provide the basic required information about a program. Upon receipt of complete information, a P.O. Box number will be assigned.

Prepared By: W. Martin
FIM Marketing and Bar Code should be sent to:

Date Ordered: 5/15/95

Name: _____

Address: _____

Company Name: _____

City/State/Zip Code: _____

Required Program Information: Provide ALL of the information requested below.

Brand: Virginia Slims
Program Name/Description: Virginia Slims July Media ^{10-31-11/27} surveys w/ BB lighter
Program Drop Date: 7/11/95 ^{7/17/95} Program Expiration Date: 11/31/95 Total Redemption Rate: 2.5%

Type of Inbound Mail: ☐ Consumer Pays Postage ☒ BRC ☐ BRE - 1 oz. or less ☐ BRE - 2 oz. or less (more than 1 oz.)
Consumer Package to be Sent: ☒ Third Class ☐ UPS

Total Circulation: 380M

Distribution: On Page ☐ Tip-In ☐ Other ☐ 190M

Method	Circ.	Est. Redemp.	P.O. Box Assigned	Source Code	Magazine Name	Circ.	Est. Redemp.	P.O. Box Assigned	Source Code
Direct Mail	_____	_____	_____	_____	_____	_____	_____	_____	_____
FSIs	_____	_____	_____	_____	_____	_____	_____	_____	_____
On Pack	_____	_____	_____	_____	_____	_____	_____	_____	_____
On Carton	_____	_____	_____	_____	_____	_____	_____	_____	_____
1 - 800	_____	_____	_____	_____	_____	_____	_____	_____	_____
POS	_____	_____	_____	_____	_____	_____	_____	_____	_____
Other	_____	_____	_____	_____	_____	_____	_____	_____	_____
<u>media</u> <u>1.90</u> <u>380M</u> <u>2.5%</u> <u>9.500</u> <u>4750</u>									

Use the following address for consumer responses:

Use the following address for undeliverable mail:

Prepared By: _____

Date: ____/____/____

Brand Manager: _____

Project Code: _____

A separate Page 2 is Required for **EACH** Fulfillment Item Offered

#4002 FRONT
PM USA/REV. 5/94

2071419469

**Fulfillment Information Form and
P.O. Box Request**

Page 2

Date: 5/15/95

Program Name/Description:

Virginia Slims July
November Media 10

Fulfillment Item Information: Required for all Programs. Please answer all questions.

Fulfillment Item Description:

Total Number of Items Offered in this Program: 1

July "Glamour" Higher + Catalog

Estimated # of Consumer Orders: 9500

Initial Qty. Ordered from Supplier: 17000 <sup>to be
delivered
in 2
lots</sup>

Anticipated Delivery Date of Fulfillment: 6/19/95

Item POS #: 889746

Reorder Leadtime for this Item is: 90 day

Consumer Requirements: Required for all Programs. Please answer all questions.

Quantity of Pack UPC's for this Item 0 #/Amt. Required Is this Offer Limited? ☐ No Limit

Are UPCs Required? ☐ Yes

If Yes: ☒ 1 Per Person

☒ No

☐ 1 Per Household

☐ Other - Please Explain

Is Postage and Handling to be Paid by Consumer?

☒ No

☐ Yes \$ _____

Other Fulfillment Information: Required for all Programs.

Are other enclosures/messages to accompany the fulfillment item(s)? (i.e., Survey, Postage Paid Reply Card, Envelope)

☒ Yes (Describe requirements below)

☐ No

Envelope w/ Thank you letter + catalog (only w/ July
program not November)

Are Thank You Cards to be Enclosed? ☐ No

☒ Yes Use Cards with Brand ID. Hang Tag

Anticipated Delivery Date of Materials:

Date: 7/5/95

2071419470

Coupon Data: Complete if applicable. The **Coupon Basic Data Sheet** must be completed and must accompany this request.

Are Coupons Required as Part of Fulfillment Bounceback?

☒ No

☐ Yes

If Yes: UPC# _____ Qty _____

Value _____

Est. Redemp. _____%

Est. Resp. _____%